

Открытый урок

по теме: **MASS MEDIA**



учитель английского языка :

Рабаданова М.У.

Тема урока: "Mass media"

Учитель : Рабаданова М.У.

Тип урока: интегрированный, обобщение и систематизация знаний.

Вид урока: дискуссия.

Задачи и цели урока.

Образовательные:

- формирование практических умений и навыков иноязычной речевой деятельности учащихся (в чтении, аудировании и говорении) через дискуссию и презентацию собственного мнения;
- учить правильно употреблять языковые средства, строить фразы, повышать общую культуру выражения мысли;
- сравнивать средства массовой информации в Великобритании и в своей стране.

Развивающие:

- развивать мышление, память, логику, воображение;
- развитие знаний, умений и навыков изучаемого языка;
- развитие творческих способностей учащихся;
- развивать самостоятельность;
- развивать кругозор в области СМИ в своей стране и стране изучаемого языка.

Воспитательные:

- формировать мотивацию к изучению иностранного языка;
- воспитание чувства коллективизма, взаимовыручки, умений работать в паре и группе;
- воспитание культуры общения.

Формируемые универсальные учебные действия (метапредметные):

Личностные: осознают роль средств массовой информации в жизни общества, выражают свои эмоции по поводу услышанного; высказывают свое отношение к разным точкам зрения относительно СМИ; примеряют на себя роль социально активной, мобильной, толерантной и адаптивной личности.

Регулятивные: самостоятельно определяют и формулируют цель деятельности на уроке; учатся работать по предложенному учителем плану.

Познавательные: ориентируются в учебнике (в грамматических таблицах, схемах); выделяют необходимую информацию; осознанно строят речевое высказывание в устной форме; овладевают при поддержке учителя учебно-организационными, учебно-информационными и учебно-коммуникативными умениями.

Коммуникативные: оформляют свои мысли в устной форме (строят устное монологическое высказывание); слушают и понимают речь других; работают в паре в соответствии с нормами общения, правилами поведения и этикета.

Тип учебного занятия: систематизация и обобщение изученного материала.

Оборудование: учебник Афанасьева О. В., Михеева И.В. «English», проектор (презентация), аудиозапись текста, раздаточный материал,;

Формы и способы применения ИКТ на данном уроке: используется учебная презентация, которая демонстрируется на большом экране с помощью проектора.

Формы организации учебно-познавательной деятельности: фронтальная, групповая.

Методы обучения: словесный, наглядно-иллюстративный, репродуктивный, поисковый.

Средства обучения:

учебники:

К. Кауфман, М. Кауфман “Счастливы английский”;

мультимедиапроектор, [презентация](#), дидактический раздаточный материал.

Ход урока

Вводная часть.

Teacher: Good morning students and our guests. I'm glad to see you. Today is the 17th of February. The theme of our lesson is "Mass media". The plan of the lesson is: 1. What's mass media?

2. Kinds of British newspapers.

3. The media in Russia.

4. What is your favorite media?

Основная часть

Teacher: Let's start our lesson from the phonetic exercise. Read the poem for detail and answer the questions.

1. Which books does Lane like? Why?

2. Which books does Lane dislike? Why?

I love to read books,
It' my cup of tea.

Books are full of ideas,
Don't you agree?

Books can teach and excite,
Books can comfort and thrill,
Books can show you the world,
And will make you feel.

Thrillers bore me to death,
Fantasy is good fun.

And I can't stand science fiction,
Don't give me one.

All those robots and fights,
And alien ships,
Make me cry at night,
Make me work in my sleep.

Funny books make me laugh, Books will never let down,
 Romances make me cry, Books will never mislead,
 Adventure books make me happy, When you make a new friend,
 I don't know why. Ask him "What do you read?"

As you know, the mass media play an important role in the life of society. They inform, educate and entertain people. Mass media usually create public opinion. Millions of people watch TV and read newspapers in their spare time. What means of communicating do you know?

Student 1: I know such means of communicating: newspaper, television, radio, the Internet, books, magazines, computers.

Teacher: Now I give the word to our librarian.

Teacher: Thank you for interesting story about mass media.

Teacher: Let's have a talk about mass media in Great Britain and in Russia. Look at the screen! Your task is find unnecessary word in every group.

1. paper, computer, newspaper, book.
2. news, articles, Internet, stories.
3. scandals, celebrity gossip, TV.
4. Broadsheets, Tabloids, Local, magazine.
5. Mayak, TNT, Auto Radio, Europe Plus.



Teacher: O.K. You know many words about mass media. The next task is to connect the words from two groups.

Crossword	form
Weather	selling
Celebrity	events
Popular	gossip
International	stories
Detailed	articles

Intriguing	forecast
Biggest -	puzzles
Crime	programme
Political	opinion
Condensed	headline
Easy	newspaper
Serious	magazine

Teacher: Thank you. You are right. Look at the next slide. Let's speak about British newspapers. What kinds of newspapers are there in the United Kingdom?

Student 2: In the UK there are two main kinds of newspapers: broadsheets and tabloids. Originally these names came from the size of the newspapers. A tabloids format newspaper was smaller and the broadsheet format newspaper was bigger.

When we talk about tabloids and broadsheets, we talk about two different kinds of newspapers: easy reading and quality newspapers. Tabloids report news in a very condensed form. They write about celebrities, the British Royal Family, sport, crime stories and scandals. Broadsheets give their readers long, detailed reports on the latest news and focus on more serious things: politics, economy, government, international events, business, culture.

Teacher: Right you are. Look at the slide about media in Russia.

Our modern life isn't impossible without information. What kinds of newspapers are in Russia?

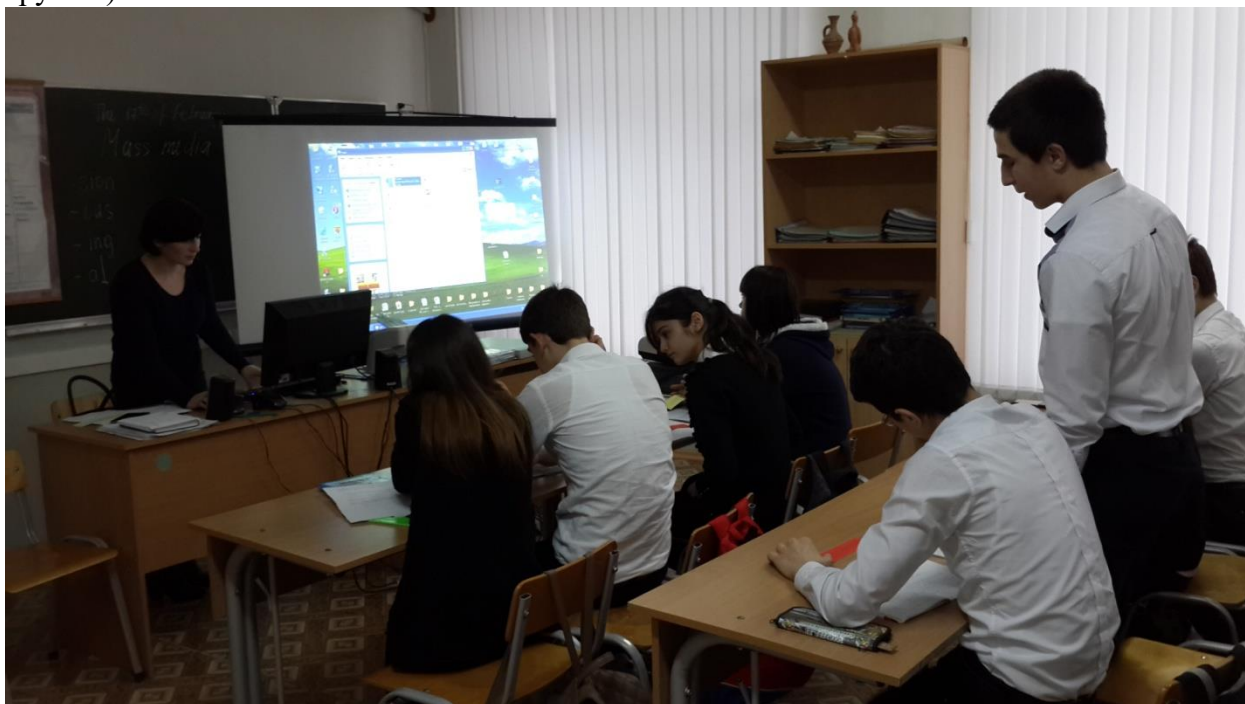
Student 3: Newspapers are especially important nowadays and we can't imagine our life without them. There are 400 names of newspapers in our country. There are some newspapers for professionals, for businessmen, for children and teenagers, for men and women, for sports fans, for people who are interested in gardening, fishing, hunting. Some newspapers publish serious articles on politics, economy and finance.

Teacher: Thanks for your story. Today Russia can be proud of different kinds of newspapers. Which newspapers are popular in our town?

Student 4: Our local newspapers are

Teacher: We continue talking about positive and negative things about watching television. Let's divide into two parts. Pupils of the first variant say about positive things and pupils of the second variant say about negative things. Now we are ready to start. (учащиеся делят выражения на две

группы)



Teacher: Now, look at the screen and check your answers.

Good (advantages)	Bad (disadvantages)
1. You relax.	1. Getting addicted .
2. You can receive the necessary information.	2. Getting lazy.
3. You can listen about famous people.	3. You have no time to be in a fresh air.
4. You can learn about important events.	4. You have no time to go in for sport.
5. You can study foreign languages.	5. You stop writing letters to your friends and relatives.
6. You can take part in shows and competitions.	6. You may put on weight sitting in front of television.
7. You can travel around the world without money.	7. You watch horror films for the night and then sleep badly.

Match the headlines with the articles.

1. After years of research, scientists from Holland have invented a new tulip. The flower has petals which change color three times during its life. They start green, turn pink, and finish red.
2. A hoaxer in Brazil has sold bottled tap water to thousands of people for 20 US dollars a liter. He says the water is from the moon – which, in fact, has no water on it at all.
3. Boy pupils in Glasgow have won a discrimination case. In court they complained that their school allowed only girls to wear earrings. Are they happy with the result? Not exactly. The school rules have changed, but things haven't improved for the boys. Now no one can wear earrings at the school.
4. A new-married student couple in Cambridge has celebrated their wedding in an unusual way by jumping. In all their wedding gear, into the River Cam. The director of ' Brides 'n' Grooms' – the local wedding outfit shop- has spoken to other couples to discourage them from following suit.
5. Leeds police have arrested two men who mugged a bank clerk and stole his bank bag. The attack happened last Thursday when the man was on his way to work. The thieves ran off with the bag, but when they opened it, they found only a tuna sandwich. The bank clerk hasn't explained why his packed lunch was in the bag.

- a. *EQUAL OPPORTUNITIES*
- b. *FAST FOOD*
- c. *Multi-colored petals*
- d. *MOON WATER*
- e. *MAD MARITAL PLUNGE*



Speaking about books I want to say that in my opinion we can't live without them. Books are one of the greatest wonders in the world. They are with us during the whole life.

Reading books is a way of getting information, which can enrich people's mind with knowledge. But as for me, a book is a mystery world of pleasure and delight. Books can stir people's imagination and fill our life with great expectations of joy and happiness. No doubt, reading plays an important role in man's life.

Books are the great teachers for every person. Reading the books we have a great chance to know about ancient times, politics, history, youth problems, ecological problems and so on. Books give us an insight not only into the past, but also into the future. So we should remember that reading is the best way of learning. What is more important, books help us in self-education.

One of my favourite books is "The Adventures of Tom Sawyer" by Mark Twain. When I first got acquainted with this wonderful novel I did not know how to read and my mother read it to me. The first thing I did when I started reading myself was reading "Tom Sawyer." It was as if I met the old friend.

Later I was reading some episodes that I liked most of all and each time I discovered something new. For example, when I was a kid I thought that the adventures of Tom and Huck constituted the most important part of the book.

Then I started to understand the humour of Mark Twain. Since my first acquaintance with this author I have read many other novels and short stories by Mark Twain. Reading "Tom Sawyer" again and again enhanced my understanding of Mark Twain not only as a writer, but also as a personality.

Reading is a special world full of adventures and joy!



T: When did you begin to read? How often do you read books for pleasure? Have you read CD books?

People often use newspapers as a source of information. Why?

P: Newspaper is a publication that presents and comments on the news.

Newspapers play an important role in shaping public opinion and informing people of current events. The first newspapers were probably handwritten newsheets posted in public places. The earliest daily newsheet was "Acta Diurna" ("События дня") which started in Rome in 59 B.C.

Newspapers have certain advantages over other mass media – magazines, TV and radio. Newspapers can cover more news and in much detail than TV or radio newscast can do.

There are daily newspaper and weekly newspapers. Daily newspapers print world, national and local news. Many dailies are morning papers, others are afternoon papers.

Sunday issues of the dailies are usually larger than the weekday ones. They may include special sections on such topics as entertainment, finance and travel or a guide to TV programmes, colored comics.

There are about 1700 daily and 7500 weekly newspapers in the US. The circulation of some weeklies is more than a few hundred of copies per issue and the circulation of some dailies is over a million of copies.

T: Why are the newspapers important to people? What is the advantage of the newspaper? What daily or Sunday Russian newspaper, tabloid or magazine is popular in your family?

Now let's practice in using of English grammar.

Task 1.

The word in capitals above each of the following sentences can be used to form a new word that fits suitably into the blank space. Write new words in the table.

1. BROADCAST

BBC is a well-knowncompany.

2. CONCLUDE

InI'd like to thank my friends for their help.

3. NATION

..... newspapers like the Times or the Daily Telegraph give information about events happening in London.

4. DANGER

Journalists often put themselves in..... situations.

5. ENVIROMENTyyu

We can read about the first.....organizations in this magazine.



Teacher: Right you are. And now we are going to discuss about your favorite media. Which of mass media is your favorite? Give your reasons.

Student 5: My favorite media is radio. I'm fond of listening to music on the radio.

Student 6: I read a lot of newspapers and magazines. I like reading newspapers as I can always find some interesting and useful information. That's why it is my favorite media.

Student 7: As for me, I like reading magazines. My favorite magazine is "Игро мания". This magazine is very popular and interesting for young people. "Игромания" publishes information about modern computers, popular computer games and video games.

Student 7: As for me, I like to listen to music on headphones. I can listen to music everywhere. My favorite music is hip-hop and house-dense.

Teacher: Thanks for your opinions. We can't live without Internet. Every of us have the personal computer at home and at work. We spend much time on different sites. We get much information from the Internet. The first Internet appeared in the USA in 1960. In 1965 was Internet was based the first Net work. In 1977 was appeared the first Modem for personal computer. Who likes to go online?

Student 8: As for me, I like the Internet best of all. I always get news over the Internet. Besides, I can chat with people online, discussing different questions. I can send or get messages by the Internet.

Teacher: Thank you for your answers. There are thousand of books in Russia. The first book appeared in ancient Egypt. The first printing press was invented in Europe in 15 century. Books are friends during our life. What kinds of genres of books do you know?

Students: There are fantastic books, horror books, science books, detective stories, Fairy tales, adventure stories, historical books and novels.

Teacher: Who in your family likes to read books?

Student 9: As for me, I like reading books. It's exciting to imagine the looks and actions of the characters. Besides, I always relax reading books.

Teacher: The first television program was invented by John Lodge Beard.

The first TV program was based in Great Britain in 1936. The first color TV was appeared in the USA in 1956. Who likes to watch TV? Which television program do you like best?

Student 10: My favorite media is television. I always get news over TV. I can't miss a talk show or a quiz show. Besides, I can switch on the TV while doing my homework. It's fantastic. I really relax watching TV.

Student: I like the TV program "Comedy Club". I have an opportunity to see the world staying at home.

Teacher: I think that all of us don't imagine our life without mobile phone.

Student: As for me, I always have my mobile phone. I can listen to music, call to my friends and parents, make photos and go online.

Teacher: Thanks for your participating. You are very active today. Your marks are (назвать оценки за урок)

Your homework will be to write the article for our college press.

Our time is up. And now our lesson is over. I hope that the theme of our lesson was useful and interesting for you. Good bye.